



Environmental Marketing

*Being Green Is Just
The Beginning*

Scott McDougall

TerraChoice Environmental Marketing Inc.
www.terrachoice.com



helping grow the world's
most sustainable companies

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environmental marketing

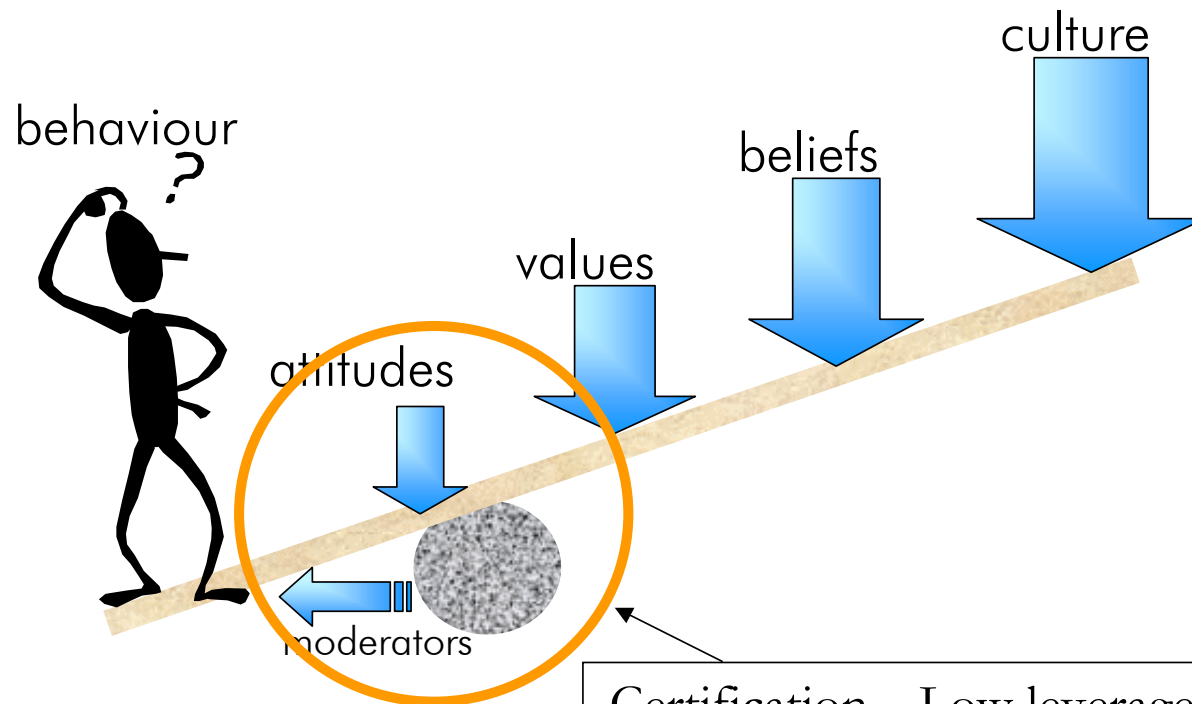


- ISO Type I (multi-attribute, lifecycle-based) eco-label
- Currently 1800 MW at 155 facilities in North America
- Wind, solar, biomass, geothermal, biogas
- Certified carbon-neutrality



EcoLogo^M
certified
green
power

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behavior
leverage

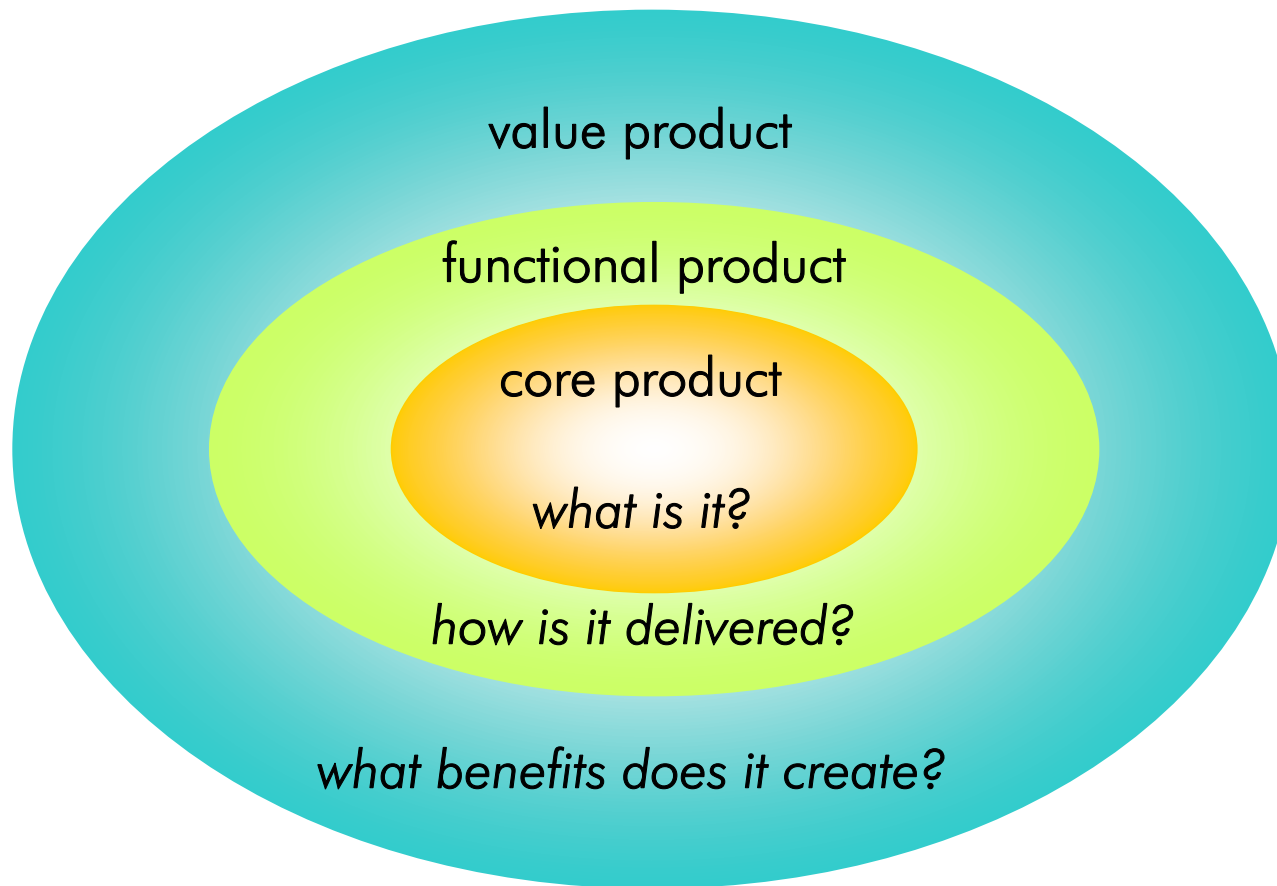
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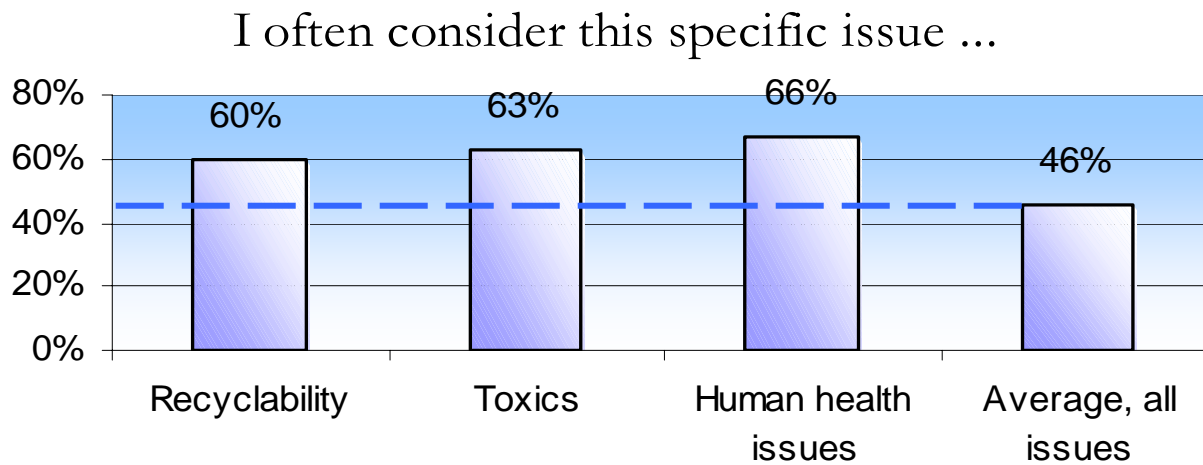
understand
your
markets

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understand
your
product

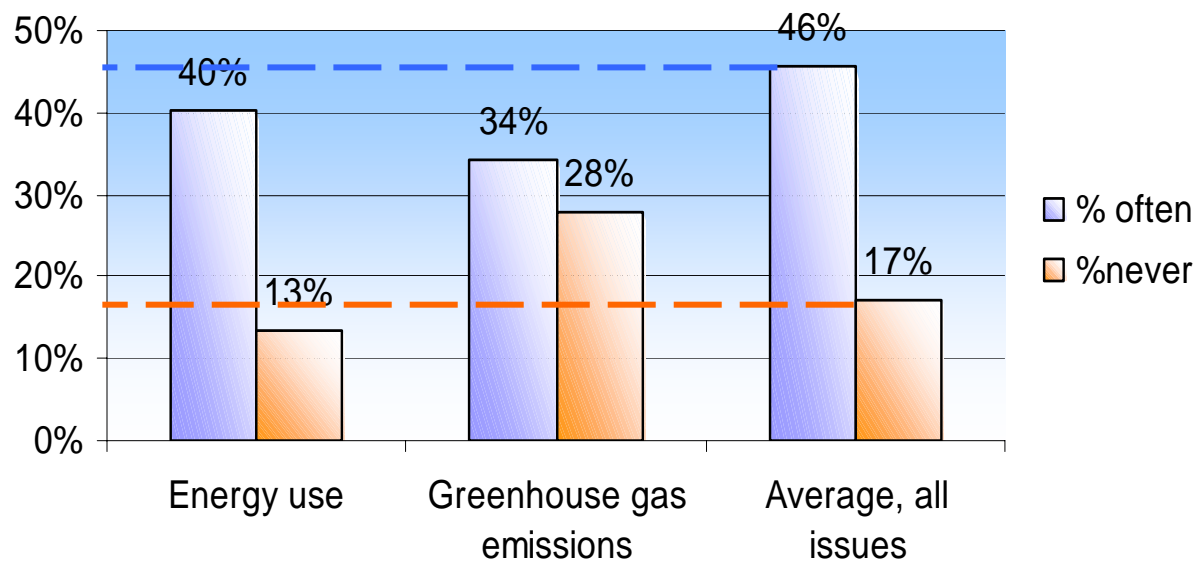
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hotbuttons

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Climate Change Related Issues



not-hot
buttons ...

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Value/Drivers

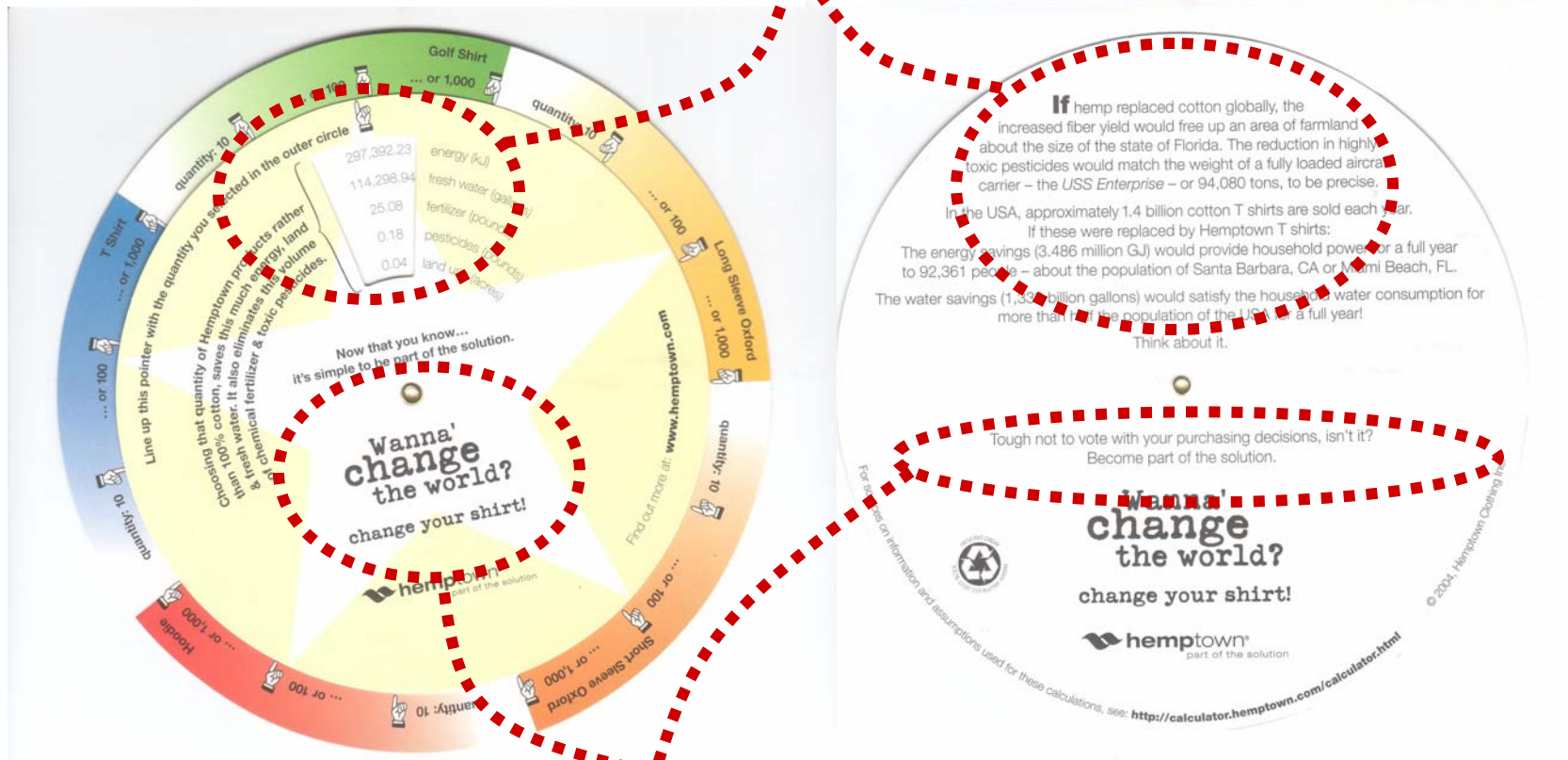
- Markets
- Footprint
- Health
- Green Buildings
- Liability
- Climate
- Labour

Science/Benefits

- Sustainable forestry
- Toxics/health
- Climate protection
- Energy
- Resource use
- Water Quality
- Environmental health
- Certified points
- Due diligence
- Supply chain management

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Quantitative benefits for a variety of issues ...



... and personal control/responsibility.

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Seventh Generation.
Because you shouldn't have to choose
between spotless and harmless.



In your grandmother's generation, keeping house meant using natural potions that worked well enough, and certainly did no harm.

In your mom's generation, synthetic chemical cleaners promised to make her home as spotless as a space station. But is it really healthy to eat, sleep, and play in a household awash with harsh chemicals?

Today you have a new generation to raise, and your own choices to make—the least of which should be what products are safe and effective when it comes to caring for your children and your home.

Which is why there's Seventh Generation. A family of products that—finally, reliably—offers clean without compromise. Based on natural, non-toxic ingredients perfected by the latest science and technology.

Can you really get the best of both worlds with Seventh Generation? We guarantee it. And we'll make it worth your while to try.

Save \$10 now.

Visit www.seventhgeneration.com, and you can print out over \$10 worth of coupons for all sorts of Seventh Generation products. From a dishwashing detergent that leaves your plates as spot-free as the leading traditional brand. To laundry detergents that remove tough stains without leaving irritating residues.

Seventh Generation products. They're safe—and they work. Prove it for yourself—and save.



A clean home. A healthy family. A safer world.™

seventh
GENERATION.

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Our insulation may not be at the top of your concerns, but your family is at the top of ours.

Johns Manville Formaldehyde-free fiber glass insulation. If you don't spend much time thinking about insulation, don't worry. We think about it enough for everyone – and how we can make indoor air quality better. Because your family's well-being is important to us, we created the only full line of fiber glass insulation that passes the toughest indoor air quality test with no detection of pollutants. And, all of our naturally white fiber glass products contain 50% recycled bottle glass. Since we've been an industry leader for over 145 years, you can put your trust in us, and our products. For more information, call us at 1-800-661-9553 or log onto www.JM.com.

EasyFit: Vertically perforated JM fiber glass insulation means less cutting for a quicker and easier install.



It's Comforting to Know We're There.

CIRCLE READER #39

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At Scott Paper, it begins with caring



At Scott Paper, we believe that environmental responsibility is much more than an obligation. We believe it begins with caring. Caring is the reason why we began to embrace environmental responsibility in our manufacturing processes over 50 years ago.

Our company has built its reputation on quality. Being concerned with environmental protection no longer means that you have to sacrifice quality. At Scott Paper we are proud that we are able to combine environmental protection with quality paper products.

TOWEL, TISSUE
AND NAPKIN
PRODUCTS

Scott Paper is pleased to receive the Environmental Choice[®] certification (EcoLogo[®]). You can continue to trust our company to provide superior quality products that are environmentally friendly.

Our distributor clients, end-using customers, stakeholders and our families, will know that the decision to buy Scott Paper products is sound for the environment. Their choice will have a progressively positive impact on our air, water and soil.

Now environmentalism and quality products are the same thing.



SCOTT PAPER
A  Kruger Company

For more information, call toll-free: 1-800-665-5610
or log on to our website at www.scottpaper.ca/afh

GreenQuality[™]

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